

## **Transparent Background of the USDA Seal**

Section 205.311(b)(2) states, “The USDA seal must replicate the form and design of the example in figure 1 and must be printed legibly and conspicuously on a white or transparent background with black outer circle and black ‘USDA’ on a white or transparent upper half of the circle with a contrasting white or transparent ‘organic’ on the black lower half circle.”

**Question:** With respect to application of the USDA seal on packaging material, does the term “transparent” in section 205.311(b)(2) refer to the backgrounds of the upper half of the circle and the word “organic” prior to application on packaging material, or does it refer to the transparency of the packaging material on which the USDA seal has been applied?

**Answer:** The term “transparent” in section 205.311(b)(2) refers to the backgrounds of the upper half of the circle and the word “organic” prior to application on packaging material. For example, if a certified organic handler of pasta chooses to apply the black and transparent version of the USDA seal on a brown shipping container, the brown color of the container may show through the transparent portions of the USDA seal.

August 19, 2002